

Unit G325: Section A Theoretical Evaluation of Production 1a) Essay Guidance

There is no formal structure for this answer as it is personal to your skills

You must, remember, however that you are going to have to evaluate the statement within the exam answer as part of your evaluation.

You must also remember that consideration of the key media concepts is vital as this is a synoptic unit (brings everything together).

Brief Introduction

- Give your answer to the statement.
- State what **you produced** at AS and A2 and **target audience** (and any other media experience if applicable).
- Sentence that you are going to structure answer by assessing effects of (XXXX - option(s) that you are writing about e.g. research and planning and creativity etc) on/at the stages of pre-production, production and post-production.

Pre-Production

Things to include for all questions to discuss development between AS and A2:

- Textual analysis and information gathering,
- Blogger and organising materials,
- Presentation and other technology/software used,
- Brainstorming,
- Drafting (flatplans) and Storyboards,
- Audience Feedback,
- Location scouting and production design,
- Production schedules and call sheets
- Re-drafting after production rushes/feedback.

Link to statement

Remembers pros/cons, strengths weaknesses

Key Concepts

For the 'Research and Planning' question this would need great consideration.

Production

Things to include for all questions to discuss development between AS and A2:

- Equipment,
- Taking photographs,
- Principal photography (filming) and rushes,
- Recording audio,
- Creating banners, design, text shapes,
- Writing articles,
- Camerwork,
- Directing personnel,
- Lighting

Link to statement

Remembers pros/cons, strengths weaknesses

Key Concepts

Post-Production

Things to include for all questions to discuss development between AS and A2:

- Arranging production materials to create preferred meanings
- Editing footage and audio – tools and specifics used
- Special effects
- Layout design in Quark
- Photograph manipulation

Link to statement

Remembers pros/cons, strengths weaknesses

Key Concepts

For the 'Post Production' question this would need great consideration.

Therefore for the particular option(s) you would need to adopt a best fit approach and how each has an effect on the areas e.g. how did research and planning effect production, how were post production decisions affected by pre-production decisions above.

Conclusion

- Round up your learning – strengths and weaknesses.
- Link to statement.
- Future projects link?